

Amendments to the claims

Please amend the claims as follows:

Claims 1-98 (canceled)

Claim 99. (currently amended) A method for obtaining, delivering and presenting information content on a player device, the method comprising the steps of:

- receiving user information associated with content to be obtained in the form of a content item;
- obtaining content programming information by conducting a search based at least in part on the user information, the obtained content programming information identifying a source for the content item and a time at which associated with at least one the content item is available;
- enabling the reception by the player device of the ~~at least one~~ content item ~~associated with the content programming information~~ by accessing the identified source at the ~~associated-identified~~ time;
- storing the received ~~at least one~~ content item;
- receiving a request for presenting the ~~at least one~~ content item; and
- presenting the ~~at least one~~ content item on the player device.

Claim 100. (previously presented) The method of claim 99, wherein the step of receiving a request for presenting the at least one content item further comprises the step of receiving a playback list that identifies one or more content items to be presented.

Claim 101. (previously presented) The method of claim 100, further comprising the steps of:

- generating a unique identifier for each content item; and
- tagging each content item delivered in the step of enabling the reception of the at least one content item with a unique identifier.

Claim 102. (previously presented) The method of claim 101, wherein during the presentation of a content item, further comprising the steps of:

- receiving an actuation signal; and
- identifying the unique identifier of the content item being presented.

Claim 103. (previously presented) The method of claim 102, wherein the step of identifying the unique identifier further comprises receiving the unique identifier in response to the actuation signal.

Claim 104. (previously presented) The method of claim 103, wherein the step of receiving the unique identifier further comprises receiving a time stamp identifying a particular location within the presentation of the content item.

Claim 105. (previously presented) The method of claim 104, wherein for at least one content item, further comprising the steps of:
logically dividing the content item into sub-segments;
based on the received time stamp, identifying which sub-segment was actively being presented when the actuation signal was received; and
performing a function based on which sub-segment was active.

Claim 106. (previously presented) The method of claim 105, further comprising the step of appending one or more advertisement content items to each content item delivered in the enabling the reception of the at least one content item step.

Claim 107. (previously presented) The method of claim 106, wherein the step of logically dividing the content item into sub-segments is applied to an advertisement and further comprising the steps of:

defining one sub-segment as a request for information sub-segment; and
defining another sub-segment as a request for purchase sub-segment;
if the actuation signal is received during the request for information sub-segment of the advertisement, providing further information associated with the advertisement ; and
if the actuation signal is received during the request for purchase sub-segment, initiating a transaction for a purchase associated with the advertisement.

Claim 108. (previously presented) The method of claim 107, wherein the step of providing further information further comprises sending an email message to a user associated with the content being presented.

Claim 109. (previously presented) The method of claim 108, further comprising the steps of:
receiving user profile information identifying a preferred mode for conducting transactions; and
the step of initiating a transaction further comprises initiating a transaction in accordance with the preferred mode.

Claim 110. (currently amended) A system for obtaining, delivering and presenting information content, the system comprising:

a content server comprising:

- an interface to one or more information content sources;
- a playback device interface; and
- a server application operating on the content server and enabling the content server to be operative to:
 - receive user information associated with a playback device;
 - obtain content programming information from the one or more information content sources by conducting a search based at least in part on the user information, the content programming information identifying a channel and a time for at least one content item;
 - deliver the content programming information to the associated playback device via the playback device interface;

the associated playback device comprising:

- a memory storage unit;
- a user actuator;
- an information content source interface including a tunable receiver;
- a mobile-content server interface;
- a presentation output;
- a processing unit coupled to the memory storage unit, the mobile-content server interface, the audio output and the information content source interface, the processing unit, in response to instructions stored in the memory storage unit, being operative to:
 - enable the information content source interface in accordance with the content programming information by tuning the tunable receiver to a channel associated with the information content source identifier at the identified time;
 - receive information content transmitted from an information content source via the information content source interface; ~~and~~
 - provide the information content to the presentation output;
 - detect an actuation of the user actuator;
 - identify content that is actively being presented at the output at the time of the actuation; and
 - send a signal to the content server identifying the content and the actuation of the actuator.

Claim 111. (previously presented) The system of claim 110, wherein the processing unit is further operative to store the content.

Claim 112. (currently amended) A system for obtaining, delivering and presenting information content, the system comprising:

- one or more content sources;

- a content server; and

- a content playback device;

- the content server being operable to:

- receive user information entered on the playback device and received associated with ~~from~~ the playback device;

- obtain content programming information from a content source by conducting a search based at least in part on the received user information, the content programming information identifying a channel and a time for a ~~plurality of at least one~~ content items; and

- obtain one or more content items from the content source by tuning to the identified channels at the identified times;

- receive a playlist identifying at least one content item and being associated with the playback device; and

- deliver the content items to the playback device in accordance with a playlist;

- the playback device being operable

- receive the content items; ~~and~~

- present the content items to a user interface;

- receiving an actuation signal while content items are being presented;

- identifying the content item and the portion of the content item that was being presented on the user interface at the time of receiving the actuation signal;

- performing a function based on the timing of the actuation signal, the function including sending an email message to the user associated with the content being presented, wherein if the content is an advertisement, the email includes information about making a purchase.

Claim 113. (previously presented) The system of claim 112, wherein the content sources are operable to:

generate a unique identifier for each content item; and
tag each content item obtained by the content server with the unique identifier.

Claim 114. (previously presented) The system of claim 113, wherein the playback device includes an interact button, which when actuated during the presentation of a content item will result in a signal being sent to the content server.

Claim 115. (previously presented) The system of claim 114, wherein the signal includes the unique identifier.

Claim 116. (previously presented) The system of claim 115, wherein at least one content item is logically divided into sub-segments with each sub-segment having a unique identifier.

Claim 117. (previously presented) The system of claim 116, wherein the signal includes the unique identifier for the content item being presented and the content segment that is active when the interact button is actuated.

Claim 118. (previously presented) The system of claim 115, wherein at least one content item is logically divided into sub-segments and the signal identifies the unique identifier and the content sub-segment that was active when the interact button was actuated.